

USA Pavilion Exhibitor Manual

April 15-17, 2020
Palais des Congrès Exhibition Center
Montréal, Canada



as of January 1, 2020



DEADLINES

Please refer to this checklist as your reminder for important deadlines (shipping, order forms, etc.). We recommend that you submit the registrations and forms in advance as some offer early discounts. **The forms highlighted in bold are mandatory.**

Refer to the USA Pavilion website and Exhibitor Manual for instructions & order forms related to your booth (additional furniture, graphics, etc.): www.imexmanagement.com

Refer to the SIAL Canada website ("EXHIBITOR AREA") for official guide registration, exhibitor badges, and communication/promotional tools. While this site is accessible via www.sialcanada.com, the direct link is:

https://sial.expoplanner.com/index.cfm?do=exhibcenter.login&event_id=31

✓	DUE	ACTION REQUIRED	COMPLETE VIA / RETURN TO
January			
	ASAP	Alcohol Beverage Permit	jeannem@imexmanagement.com
	ASAP	Shipping Arrangements	denise@winnexpo.com
	29	Food Export's Food Show PLUS!	bwilson@foodexport.org
February			
	7	USA Pavilion Directory Form	www.imexmanagement.com
	7	Booth Signage Form	www.imexmanagement.com
	7	Electrical Supply Form*	www.imexmanagement.com
	7	Sampling & Food Handling Form	www.imexmanagement.com
	7	Additional Components Form	www.imexmanagement.com
	21	Artwork Files Due for Booth Graphics	jeannem@imexmanagement.com
	21	SIAL Innovation Registration	www.sialcanada.com
	24	Preliminary Copies of Commercial Invoices Due	denise@winnexpo.com
	26	Official Show Guide Registration	www.sialcanada.com
	26	Olive d'Or Competition Registration	www.sialcanada.com
	28	SpringHill Suites Hotel Reservation Form	www.imexmanagement.com
March			
	15	SIAL Advertising/Sponsorship Form	mgagnonpotvin@expocanadafrance.com
	15	Hosted Buyer Program Registration	www.sialcanada.com
	20	TMI Lead Retrieval Badge Scanner Form	dominic@tmiexpos.com
	23	Dry Goods Products to NJ Consolidation Point	denise@winnexpo.com
	24	GES Material Handling & Onsite Storage Form	montreal@ges.com
	26	LOWE Refrigeration Equipment Order Form	info@LoweUSA.com
	30	Chilled/Frozen Products to IL Consolidation Point	denise@winnexpo.com
April			
	1	Emergency Contact Form	www.imexmanagement.com
	3	Onsite Refrigerated Storage/Ice Delivery Form	chonore@expocanadafrance.com
	14	Exhibitor Badges Order	www.sialcanada.com

* **MANDATORY** is using any electrical equipment in your booth.

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EXHIBITION INFORMATION

Exhibition Location

Palais des Congrès de Montréal

201 Avenue Viger Ouest – Level #2 and #5
Montreal, QC H2Z 1H2
CANADA
Tel.: +1-514.871.8122 or +1 800-268-8122
Web: www.congresmtl.com

LOADING DOCK ADDRESS

163 Saint-Antoine Street West
Montréal, Quebec H2Z 1H2

Strategically located at the heart of Montréal and just steps from Old Montréal, the Palais des Congrès offers over 10 restaurant choices on the Mall level as well as a medical center, post office, flower shop and convenience store. The exhibition hall is located on Level 2 and 5. Coat check service is also available.

Exhibitor Booth Setup

Tuesday, April 14 10:00 am – 5 pm

All products and equipment at risk of being stolen should be placed out of sight and kept in a safe place. Effective exit surveillance is impossible; therefore, we strongly recommend keeping a close watch over your stand.

Show Hours

Wednesday, April 15	10:00 am – 6:00 pm
Thursday, April 16	10:00 am – 6:00 pm
Friday, April 17	10:00 am – 4:00 pm

Exhibitors may arrive at 8 am and remain until 7 pm daily.

Dismantling

Exhibitors may only begin dismantling their booth once the show ends beginning at **4 pm Friday, April 17**. All equipment, material, products, etc. must be removed from the Hall no later than 11 pm.

Organizers/Sponsors/Partners

SIAL CANADA 2020

SIAL Canada / Expo Canada France Inc.

2120, Sherbrooke East St., Suite 901
Montreal, Québec, H2k 1c3, CANADA
Tel: +1 (438) 476-2241
Web: www.sialcanada.com

OFFICIAL USA PAVILION

IMEX Management, Inc.

4525 Park Road, Suite B-103
Charlotte, NC 28209
Tel: 704.365.0041
Fax: 704.365.8426
Web: www.ImexManagement.com

Jeanne Martin
Operations Manager
JeanneM@ImexManagement.com

Stephanie Merand
International Exhibition Coordinator
StephanieM@ImexManagement.com

U.S. DEPARTMENT OF AGRICULTURE (CANADA OFFICE)

Office of Agricultural Affairs - US Embassy, Ottawa

PO Box 866, Station B
Ottawa, Ontario K1P 5T1
CANADA

Neveen Zeit
Agricultural Marketing Specialist
Neveen.Zeit@fas.usda.gov

Maria Arbulu, Senior Agricultural Marketing
Advisor (Toronto)
Maria.Arbulu@fas.usda.gov

Holly Higgins
Minister Counselor for Agricultural Affairs
holly.higgins@fas.usda.gov

Evan Mangino
Agricultural Attaché
evan.mangino@fas.usda.gov

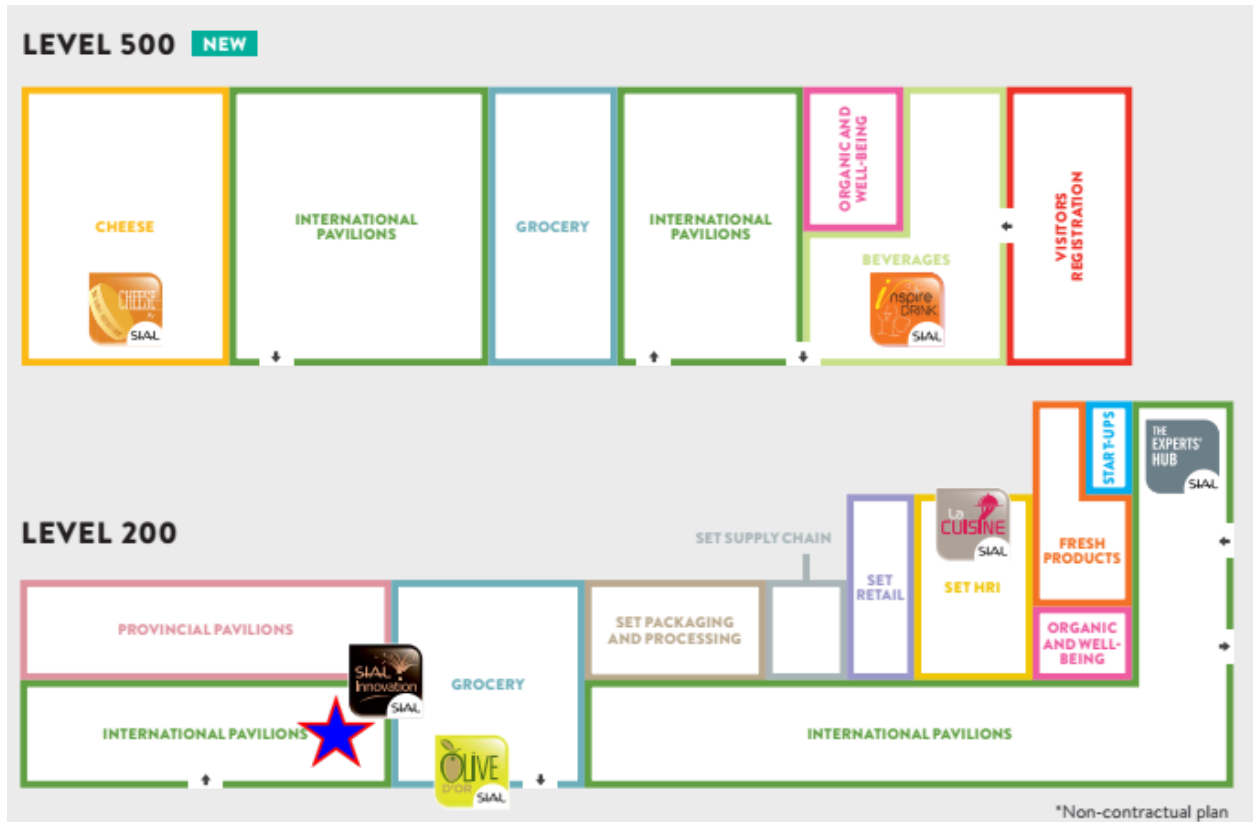
U.S. DEPARTMENT OF AGRICULTURE (USA OFFICE)

Office of Global Programs | Foreign Agricultural Service | Trade Missions and Show Division

1400 Independence Avenue. SW
Washington, DC 20250-1022
Tel: 202.720.3425

Yolanda Starke
International Trade Specialist
Yolanda.Starke@fas.usda.gov

SIAL Canada 2020 Floorplan



 **USA Pavilion**

FREIGHT FORWARDING/SHIPPING



Product shipment is not included in the USA Pavilion stand package and exhibitors are responsible for their own arrangements. EXHIBITORS MUST CONTACT ONE OF THE THREE FOLLOWING AGENTS:

Samples Originating From U.S through Official USA Pavilion Freight Forwarder

Pavilion Management strongly suggests to exhibitors that they use the services of WINN Expo Solutions who offers a package including consolidated shipment from the US to Montreal, local customs clearance and delivery to your booth.

WINN EXPO SOLUTIONS

1855 W. Katella Avenue , Suite 140
Orange, CA 92867
Tel: 714.289.9466
Web: www.winnexpo.com

Denise Winn
denise@winnexpo.com

Please note the following important deadlines by which date your products must arrive at the consolidation points:

Contact WINN Expo	Alcohol Beverages (door pick-up only)
Monday, March 23	Dry Goods to WINN Expo Solutions in New Jersey
Monday, March 30	Frozen/Chilled Products to WINN Expo Solutions in Illinois

Samples Originating From U.S. Using Your Own Freight Forwarder

If you prefer not to use WINN Expo Solutions for your freight forwarding from the United States, you must contact North American Logistics Services to arrange customs clearance and delivery of products to your booth. Additional drayage fees will apply.

NORTH AMERICAN LOGISTICS SERVICES, INC.

205 Viger Avenue, Suite 208
Montréal, Québec H2Z 1G2 CANADA
Tel: 514.868.6650

Fernando Vera
Tel: 514.868.6650
fvera@nalsi.com

Samples Originating In Canada (Material Handling Firm)

If your product samples for SIAL CANADA are already in Canada and you are able to unload your own materials/products without cargo handling of any kind (motorized forklift etc.) and you will not need to store any crates or products, no handling fees will apply.

However, if your product samples are originating in Canada and you will require storage or cargo handling, you must contact GES Canada, official Material Handling Supplier of SIAL Canada. Refer to the **GES Material Handling Form** located on the USA Pavilion website www.imexmanagement.com and submit to GES Canada to schedule delivery and/or warehousing.

GES CANADA

Tel: 514.367.4848

Fax: 514.367.5115

montreal@ges.com

NOTE: If you need a forklift to handle your materials, you must order this through GES (refer to Material Handling Form). No motorized lift equipment, other than that from GES, is permitted on the show site. Please note that there will be some dollies provided free-of-charge on-site on a first come first-served basis for exhibitor use. Moreover, it is permitted to use your own dollies.

Shipping Alcohol Products



Special licenses and shipping requirements apply to alcohol products. Individual licenses must be applied for each exhibitor and are issued by the Régie des alcools, des courses et des jeux du Québec (RACJ). Approval process may take several weeks. Contact IMEX Management immediately if you plan to exhibit any related alcohol beverages.

Express Courier Service Discouraged

We discourage exhibitors from using express courier service (FEDEX, UPS, etc) to send any food products as this has presented problems in the past such as customs delays, delayed arrival times, no weekend service, incomplete paperwork, misplaced shipments, no appointed customs broker on the way bill, etc.

NOTE: There is no courier service over the weekend in Canada!

Please note all shipments need to clear Canadian customs and all exhibitors need to identify on their waybill their appointed customs broker. Please contact GES, the show's Material Handling Supplier, to obtain more information on where and when to send freight to their advance warehouse. We discourage show site delivery due to difficulty in tracking and receiving smaller packages. Under these circumstances, consider courier directly to your hotel. If shipping circumstances dictate overnight delivery, then please mark all boxes on the waybill and check the box: **"Bill all charges, taxes and duties to SENDER"** and note on the waybill the name of the courier company as the appointed customs broker. Please obtain proper handling paperwork with GES to settle drayage charges to your booth.

Driving With Products over the Border

For those U.S. exhibitors that choose to drive their own samples into Canada please be advised certain border crossings into Quebec have been challenging in the past for our USA Pavilion exhibitors. It is imperative, that drivers be prepared to present at the border:

- 1) A completed commercial invoice, this form is available here:
www.cbsa-asfc.gc.ca/publications/forms-formulaires/ci1.pdf
 Please write in clearly on the invoice in English and French –
**SAMPLE FOOD PRODUCTS NOT FOR RESALE – ÉCHANTILLON DE PRODUITS ALIMENTAIRES
 NON DESTINES A LA REVENTE**

In section 4 of the invoice, Consignee – please complete the following:

SIAL Canada 2020/ Your Company Booth Number
 Palais des Congrès de Montreal
 201 Avenue Viger Ouest – Level #2
 Montreal, QC H2Z 1H2

In section 12 of the invoice, list all items, food samples, and any display material that will be going back to the U.S. Be sure to note this in parenthesis - display material or racks as (temporary) and the food samples as (staying in Canada).

- 2) Be prepared to present the Canada Border Service Agency (CBSA) Trade/Event Show Recognition Letter that provides the tariff exemption noted 9993.00.00.00 issued for temporary imports of display. Exhibitors can find in this in the Documents tab of the USA Pavilion website.
- 3) Certain products may require special permits. For example, any product containing more than 2% meat content requires an Official Meat Inspection Certificate (FSIS 9135-3) to enter Canada, which is issued by a USDA veterinarian. For these permits, contact your respective State Department of Agriculture. All import requirements can be reviewed at the Canadian Food Inspection Agency (CFIA) Automated Import Reference System (AIRS):
<http://www.inspection.gc.ca/plants/imports/airs/eng/1300127512994/1300127627409#>
- 4) Please adhere to the maximum limits of 100 kg or 220 lbs of samples as outlined by the Food & Horticultural Products – Import Guide for Trade Fairs and Shows in Canada:
www.inspection.gc.ca/food/imports/commercialimporters/trade-shows-and-exhibitions/eng/1376454237591/1376454238341
- 5) All products must be custom cleared at the border. If exhibitors are not using the services of North American Logistics to clear their goods then the exhibitor is responsible for clearing these goods at the border at the CBSA office or by the Customs officer at the gate.

To successfully clear goods at the point of entry, please take these next steps:

- I. If you do not have a Non-Resident Business Number then exhibitors should apply for one from the Canada Revenue Agency at:

<https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/registering-your-business/register.html>

This number will be needed on the E29B form. **This form can be completed on-line but please apply one month prior to the show!**

- II. If exhibitors are bringing displays, racks, photos or a sizable amount of booth material that will be returning to the U.S. at the end of the show, the exhibitor must complete an E29B form. The form is available here – please open in PDF format:
<https://www.cbsa-asfc.gc.ca/publications/forms-formulaires/e29b-eng.html>

Complete sections 1 – 16 to the best of your ability and after completing the name of your company as the importer, write in the BN number.

The exhibitor/driver will need to know the HS code of their product. Please identify the first six codes in section 9 of the E29B form. If you are not familiar with your HS code then find your HS code here:

United States Census Bureau – Schedule B Search Engine:
<https://uscensus.prod.3ceonline.com/>

You may be expected to pay 5% as a deposit on the value of goods under the E29B, however, this is at the discretion of the Customs Officer.

To ensure all paperwork is complete, please notify IMEX Management if you are planning to drive products over the border, and we will consult with FAS Canada to confirm that the necessary paperwork is complete.

SAMPLING REGULATIONS

Food Safety

Municipal inspectors from Montreal Food Inspection will be on hand to ensure that anyone preparing food (cooking, slicing, assembling, etc.) meets regulatory requirements. It is very important you review the following three (3) documents located on www.imexmanagement.com:

- **SIAL Canada 2020 Food & Alcohol Beverages Sampling**
- **Montreal Food & Safety Hygiene Regulations**
- **Palais des Congrès Fire Prevention Guide**

Meat, poultry, and products that contain some dairy, fish products, fruits, vegetables and plants must be accompanied by appropriate documentation. Contact WINN Expo Solutions for full details.

Sampling Notification / Cooking In Stands

Exhibitors must notify IMEX Management by February 7 if planning to do any food/beverage sampling or cooking in your stand during SIAL Canada. Submit the mandatory **Sampling & Food Handling Form** on the USA Pavilion website by **February 7**. There are no fees for sampling during the show.

- Food should be presented in individual portions. The amount allowed for sampling beverages is 2 ounces (60 ml) or less for liquids and 28 grams or 1 ounce for solids (the equivalent of a mouthful).
- Maximum surface area for cooking equipment is limited to 288 square inches (0.19 sqm).
- Only electrical cooking appliances or sterno hot plates will be allowed for cooking demonstrations. Operation of gas, charcoal, wood charcoal, propane, butane, barbecues, or open fryers is not allowed at Palais des Congrès.
- When cooking, a fire extinguisher must be readily available within the booth (see below Fire Extinguisher Requirement).
- Cooking equipment should be placed on a non-combustible surface at a minimum distance of 4 feet (1.2m) from visitors and at a minimum distance of 2 feet (0.6m) from combustible materials and other cooking devices.
- Condiments such as mustard, ketchup, sugar, etc. shall be offered in either individual packages or dispensed from a pump dispenser or squeeze bottle which protects from contamination.
- Catering gloves and tongs are recommended.
- Sales are strictly prohibited during the event.

Make sure you carefully read the Montreal Food & Safety Hygiene Regulations to fully understand the requirements for food safety (holding temperatures, cleaning/disinfection, hand washing).

Wash Stations/Hand Washing

If you are doing food preparation/cooking in your stand, submit the **Sampling & Food Handling Form** to determine if temporary hand washing system will be required within your booth. Each stand where unwrapped food is prepared or handled must be equipped with the following:

- hot and cold running water with 5 gallon tank and steady flow tap of warm water
- liquid soap from a dispenser
- individual paper towels
- receptacle to collect the water

Refer to **Montreal Food & Safety Hygiene Regulations** on the USA Pavilion website (see example of temporary hand washing system on page 2). This can be as simple as a basic water jug with a “spigot” from the grocery store and inexpensive bucket.

For general sampling with no food prep or cooking in the booth, wash stations will be available to clean your dishes with hot/cold water, soap, and paper towels. It is strictly forbidden to use the restrooms to clean your kitchen equipment. The closest wash station to the USA Pavilion is in booth 1200a.

Fire Extinguisher Requirement

If you are planning to cook in your booth during SIAL Canada, prior approval must be granted by the Palais des Congrès exhibition center.

When cooking, a **fire extinguisher** must be readily available within the booth. Refer to the **Fire Prevention Guide** on the USA Pavilion website. Fire extinguishers are available for rent or you can bring your own. You can rent a fire extinguisher (3 day rental) on the **Electrical Supply Form** located on www.imexmanagement.com.

Alcohol Products - Sampling

Special permits and fees apply to alcohol products. Individual licenses must be applied for each exhibitor and are issued by the **Régie des alcools, des courses et des jeux du Québec (RACJ)**. Approval process may take several weeks. It is required to hire a promotional agency to pour your alcohol for tasting only if your products are not already sold in SAQ stores. **Contact Jeanne Martin at jeannem@imexmanagement.com immediately if you plan to exhibit any related alcohol beverages.**

Cocktail Receptions with Alcoholic Beverages

The exclusive caterer of the Palais des Congrès de Montréal is Capital Traiteur. It has an alcohol license for sale and service that is valid for the majority of the rooms in the Palais des Congrès de Montréal. Exhibitors who wish to organize cocktails receptions can do so ONLY in the specific rooms where Capital Traiteur's alcohol license is valid. This excludes the Hall where the show is held. Exhibitors must use Capital Traiteur's services for the sale and service of alcoholic beverages.

Capital Traiteur

Tel: 514.871.3111 ext. 4006

Octavio Vieira, Catering Manager

octavio.vieira@congresmtl.com

SoSIAL

SoSIAL is a program dedicated to fighting against food wastage and helping those in need. Exhibitors who have no restrictions issued by the Canadian Food Inspection Agency will have the opportunity to donate their surplus products. Volunteers will be picking up surplus products at the end of the show. Chilled or frozen storage that has not been claimed by Friday, April 17, at 8:00 pm will be donated to the Food Bank unless otherwise instructed. SIAL Canada's food bank partner is Moisson Montreal (www.moissonmontreal.org).

USA PAVILION

USA Pavilion Location

The show will be held on Level 2 and 5 of the Palais des Congrès de Montréal. The USA Pavilion will be located on Level 2, Aisles 700, 800, 900 and 1000 at SIAL Canada.

USDA/Office Of Agricultural Affairs

The staff of the Office of Agricultural Affairs at the U.S. Embassy in Ottawa will be onsite in the USA Pavilion and available to assist U.S. exhibitors with the Canadian market and Canadian import regulations.

USDA MARKET BRIEFING & BREAKFAST

The USDA Foreign Agricultural Service, Food Export Northeast USA, and Food Export Association of the Midwest USA will host a Market Briefing with invited speakers on Thursday, April 16 from 8:00 to 9:45am. Coffee and tea will be served. Additional details to follow closer to the show.

USA Pavilion Business Lounge

The USDA will sponsor a business lounge in the USA Pavilion at SIAL Canada. Staff from the Office of Agricultural Affairs at the U.S. Embassy in Ottawa will be onsite to assist U.S. exhibitors. Private meeting tables will be available for one-on-one meetings. WiFi service in the USA Pavilion will be available.

USA Pavilion Directory

Every USA Pavilion exhibitor will have a free listing in the official **USA Pavilion Directory**. The Directory will include company contact details and product description. To submit your company listing by the **February 7** deadline, visit www.imexmanagement.com and enter your details on the **USA Pavilion Directory Form**.

USA Pavilion Booth Design



All USA Pavilion exhibitor booths will be built with the following modular elements:

- Floor: wood-finish cushion flooring
- Partitions: 2.5m (8') high white wall panels for the back walls
2m (6') high white wall panels for the side walls
- Fascia sign: 3m wide x 40cm high (10' x 15.5") with white background and black lettering
- Dimensions: 3m (10') wide (frontage on aisle) x 3m (10') deep x 2.5m (8') high back walls / 2m (6') high side walls

Standard Booth Components

Each 9sqm booth in the USA Pavilion will be furnished with the following standard components:

- 1 white round table (76cm Diameter x 76cm H)
- 3 white chairs (Milan chair)
- 1 lockable demonstration counter with white panels and wood-finish top (L: 1m x D: 50cm x H: 1m)
- 1 white stool (Alice stool)
- 2 white wall shelves (L: 1m x D: 30cm)
- 3 LED spotlights (75 watts each)
- 1 trashcan
- 1 x 1500 watt outlet

Booth Measurements

INLINE BOOTH

Back wall: 3 one-meter wide x 2.5m high white panels
Side walls: 2 one-meter wide x 2m high white panels on each side

CORNER BOOTH

Back wall: 3 one-meter wide x 2.5m high white panels
Side wall: 2 one-meter wide x 2m high white panels on one side

Each back wall panel measures 1m W x 2.5m H, but if you are producing your own graphics, the "visible area" between the system poles measures 95.4cm W x 231cm H (37.5" W x 91" H).

Each side wall panel measures 1m W x 2m H, but if you are producing your own graphics, the "visible area" between the system poles measures 95.4cm W x 171.5cm H (37.5" W x 67.5" H).

DEMO COUNTER

Front Panel of Counter: 1m (40") W x 1m (40") H, but if you are producing your own graphics, the "visible area" measures 95cm W x 90cm H (37.5" x 35.5").

Side Panel of Counter: 50cm (20") H x 1m H (40") H, but if you are producing your own graphics, the "visible area" measures 46cm W x 90cm H (18" x 35.5").

We can produce your graphics for the wall panels and front/side panels of the demo counter. To order graphics, order this on the **Booth Signage Form** (see below). **Graphics ordered after February 7 will include a 50% surcharge. Actual artwork files are due by February 21.**

! For exhibitors' bringing their own pop up displays, these must fit within the booth measurements and be no taller than 2m H maximum.

Signage

Signage for your company name in standard typeface on the booth is included in the USA Pavilion stand package. Please complete and return the **mandatory Booth Signage Form** located on the USA Pavilion website www.imexmanagement.com by the **February 7** deadline.

Additional Components

If you need any items in addition to the standard booth furnishings (listed on previous page), return the **Additional Components Form** on the USA Pavilion website by **February 7**. We highly recommend your ordering any additional components by this date to guarantee availability. **Components ordered after February 7, subject to availability, will include an additional 50% surcharge.** If you need other items that are not listed, please contact us for a quote.

Electrical Supply

The USA Pavilion booth package includes a standard 110/120 volt outlet with 1500 watts maximum during show hours only (not 24 hour supply). Additional costs apply for 24 hour supply and increased wattage.

Exhibitors bringing or ordering their own electrical equipment/appliances (such as cooking equipment, refrigeration etc.) must submit the **Electrical Supply Form** before **February 7** to **request sufficient power** and/or **24 hour-power supply to the booth**.

Note: 50% surcharge applies on all electrical orders placed after February 7 (fees vary depending on electrical supply required)!

Display Regulations

The following Display Regulations are supplementary to the Terms & Conditions specified in the Exhibitor Registration File. Please review and follow regulations carefully:

- Display material may be placed only within the confines of the booth space, and up to a height not exceeding the overall height of the booth (2.5 meters) without prior written permission from USA Pavilion Management.
- Any display or graphic deemed unprofessional or offensive in appearance, at the sole discretion of USA Pavilion Management, will not be permitted.
- Nails may not be used in the walls of the booths. Shelves and walls may not be moved or removed without the assistance of the standfitting contractor.
- In setting up their booths for the show, exhibitors must be finished by **5:00 pm on Tuesday, April 14, 2020**; USA Pavilion Management reserves the right to complete unfinished booth preparations at the exhibitor's expense.
- Booths in the USA Pavilion must be fully equipped and staffed during all open hours of the show. USA Pavilion Management reserves the right to equip and staff booths of exhibitors who fail to comply, at the exhibitor's expense.
- Retail selling on the exhibit floor is strictly prohibited.
- **All firms exhibiting in the USA Pavilion must promote and display a majority of products (greater than 51% by SKU count) that are of U.S. origin.** A product is determined to be of U.S. origin if it is comprised of at least 51% U.S. origin content, by volume or by value, exclusive of added water.
- All exhibitor activities, including the use of audio/visual equipment and product sampling, must be confined to the exhibitor's booth space. In the event that valid complaints are filed, USA Pavilion Management shall require that the projection of sound and any other unnecessary noise or disturbance exceeding booth boundaries be discontinued.
- **Exhibitors may not dismantle their booths, including the removal or packing of individual items, prior to 4:00 pm on Friday, April 17.**

EXHIBITOR SERVICES

Exhibitor Badges

Exhibitor Badges are required at all times at the Exhibition Center. Two (2) complimentary badges are provided for each registered exhibitor, and additional badges cost C\$15/badge. To order badges:

1. Go to https://sial.expoplanner.com/index.cfm?do=exhibcenter.login&event_id=31
2. Enter your SIAL Canada website login and password (COM-#####)
3. Click on **I Organize Myself**, then select **Exhibitor Badges**

To order additional badges, click on the **“Purchase More Badges”** link on the Exhibitor Badges page. Starting on **March 25**, you will be able to print your Exhibitor Badges from your exhibitor account on www.sialcanada.com. Just bring the printed badge with you to the show; plastic badge holders will be available at the show entrances.

Official Show Guide

The official show guide includes an alphabetical list of exhibitors, list by sector of activity and list by country. Distributed free of charge at the show entrances, the catalogue is printed in English and French, and text should be supplied in both languages. For your company to be listed in the official show guide:

1. Go to https://sial.expoplanner.com/index.cfm?do=exhibcenter.login&event_id=31
2. Enter your SIAL Canada website login and password (COM-#####)
3. Click on **I Increase my Visibility**, then select **Official Show Guide**

The deadline for registering for the Official Show Guide is **February 26**. Read instructions carefully! General contact information is free of charge, but logos, product description, advertising etc. are an additional charge.

For advertising options in the official show catalogue and other sponsorship opportunities, please click on this link: <https://sial2020.sponsorship.ges.com/>. If you have questions, please contact Myriam Gagnon: mgagnonpotvin@expocanadafrance.com.

Visitor Invitations

Your show registration includes 10 free visitor invitations (electronic) to send to your existing or potential clients. To send invitations to your clients by email:

1. Go to https://sial.expoplanner.com/index.cfm?do=exhibcenter.login&event_id=31
2. Enter your SIAL Canada website login and password (COM-#####)
3. Click on **I Organize Myself**, then select **Invite your Clients/Partners**

Visitor invitations can be emailed by a single invitation or in a batch to your distribution list. You can also order additional electronic invitations (C\$100 for 10) to send to your clients.

B2B Meetings

USA Pavilion exhibitors may take advantage of two B2B programs at SIAL Canada 2020, as detailed below. Please note that **Food Show PLUS!** is a much more comprehensive and personalized program with a focus on Canadian buyers. It is organized by Food Export Association of the Midwest USA and Food Export USA-Northeast specifically for USA Pavilion exhibitors. The **Hosted Buyer Program** is organized by the show organizers in Montreal for any exhibitor to take part in (not just the USA Pavilion).

FOOD EXPORT'S FOOD SHOW PLUS!

Food Export Association of the Midwest USA and Food Export USA-Northeast are offering their Food Show PLUS! program to USA Pavilion exhibitors during SIAL CANADA 2020. We highly recommend your taking advantage of this exceptional program that can help develop and expand your business with Canadian buyers from the manufacturing, retail, intermediate distribution, and foodservice industries and generate new sales leads. Space is limited in this activity and early-bird registration ends **January 8**. Pricing for core services is \$225. Services include:

- One-on-one meetings with qualified buyers
- Targeted invitations to buyers
- Local retail tour
- On-site show assistance by Food Export's In-Market Representative
- Post-show lead qualifications

Click here to register for Food Show PLUS! services at SIAL Canada: <https://foodexport.org/programs-services/enter-new-markets/food-show-plus/m20sim>

For additional information, please call Brendan Wilson, Food Export-Northeast at 312-334-9220 or email bwilson@foodexport.org.

• HOSTED BUYER PROGRAM

The SIAL Canada organizers are offering all its exhibitors the opportunity to take part in a Hosted Buyer Program free of charge! Meet one-on-one with distributors, importers and buyers during twenty-minute private meetings. Register via the following link before **March 15**: <https://sialcanada20.converve.io/index.html>. There is a 30-day approval period and then your meeting agenda will be communicated to you a week before the show. The number of meetings is not guaranteed. If you have questions, please contact Steven at sialhbp@expocanadafrance.com.

Press Room

To promote your company to journalists visiting SIAL Canada 2020, we welcome you to drop off your press kits in the Press Room located on the show floor at 2:00 pm on Tuesday April 14. Over 200 journalists (domestic and international) will visit the Press Room during the exhibition.

SIAL Innovation



SIAL Innovation is a unique international competition that rewards the best innovations in food and non-food related products! The contest is open to all exhibitors, and winners will be selected based on the following 4 criteria: packaging, manufacturing process, merchandising, and recipe.

For additional information and to register before the **February 21 deadline**:

1. Go to https://sial.expoplanner.com/index.cfm?do=exhibcenter.login&event_id=31
2. Enter your SIAL Canada website login and password (COM-#####)
3. Click on **Competition**, then select **SIAL Innovation**

Note: A fee of CAD \$150 + taxes is requested per product or line of products. A high resolution picture of your product will be requested to validate your registration. For food products, you will also need to send 3 samples to the show organizers **within a week after the registration of your product**. If you have questions, please contact Charline Honore at chonore@expocanadafrance.com.

Olive d'Or Competition

Olive d'Or is the biggest extra-virgin olive-oil competition in Canada, which each year brings together more than 100 olive oils showcased for the 18,500 buyers visiting SIAL Canada. The competition is open to extra-virgin olive oils from around the world: 12 medals, 5 favourites, 1 BIO Prize and 1 design prize try your luck! For additional information and to register before the **February 26 deadline**:

1. Go to https://sial.expoplanner.com/index.cfm?do=exhibcenter.login&event_id=31
2. Enter your SIAL Canada website login and password (COM-#####)
3. Click on **Competition**, then select **Olive d'Or**



Participation packages for the Olive d'Or competition start at 295\$ CAD. You will also need to send samples before **April 1**.

Interpreter/Booth Staff

While the majority of visitors will speak English fluently, you may occasionally encounter a buyer who does not speak English. To order a French/English interpreter to staff your booth during SIAL CANADA, please contact Jeanne Martin at JeanneM@imexmanagement.com before **February 7**.

Refrigeration Equipment

LOWE Refrigeration Inc. is the official refrigeration vendor for SIAL Canada. To order refrigeration equipment, please download LOWE's brochure/order form on the USA Pavilion website and place your order by **March 26**.

LOWE REFRIGERATION

Tel: 770.461.9001

Fax: 770.461.8020

Email: info@loweusa.com

Web: www.loweusa.com

Remember to request an outlet before February 7 and to notify IMEX Management if you need 24-hour electrical supply. 50% electrical surcharge applies on all orders placed after February 7.

ONSITE REFRIGERATED STORAGE / ICE DELIVERY

Onsite refrigerated storage (chilled and frozen) is available during SIAL Canada. To order refrigeration/freezer storage, submit the **Onsite Refrigerated Storage/Ice Delivery Form** located on the USA Pavilion website by the **April 3** deadline (discount for orders placed before February 15). Orders placed after April 3 will be subject to a surcharge.

Lead Retrieval (Badge Scanner)

Lead Retrieval (Badge Scanner) is available to rent during SIAL CANADA starting at US \$189. The cordless scanner will rapidly process your visitors' details and is an excellent way to measure your performance. To reserve your scanner, submit the **TMI Lead Retrieval Form** (located on the USA Pavilion website) by email, or click on this link:

https://tmlr.expoplanner.com/index.cfm?do=exhibreg.flow&event_id=74.

Discounted rates apply before **March 20**.

Tradeshaw Multimedia, Inc. (TMI)

Tel: 216.378.0700

www.tmiexpos.com

Dominic Scibana

Dominic@tmiexpos.com

Conference Room Rental

Conference rooms are available to rent at SIAL Canada. To reserve a room, please contact the Palais des Congrès de Montréal directly: Nancy Carrier / nancy.carrier@congresmtl.com. Space is limited.

TRAVEL INFORMATION

Travel Requirements to Canada

All persons, including U.S. citizens, traveling between the United States and Canada by air are required to present a valid passport. When entering Canada by land from the United States, U.S. citizens must present a U.S. passport, passport card, NEXUS card, Enhanced Drivers License or other Western Hemisphere Travel Initiative (WHTI)-compliant document. A visa is not required for U.S. citizens for a stay up to 180 days.

Official USA Pavilion Hotel

SpringHill Suites Marriott Hotel

445 Rue Saint Jean Baptiste
Montreal QC H2Y 2Z7
Tel: 514-875-4333

To reserve a room in the Official USA Pavilion hotel (space is limited), submit the **SpringHill Suites Hotel Reservation Form** which is located on the USA Pavilion website. Deadline to reserve a room is **February 28**.

Arrival in Montreal

From the Pierre Elliott Trudeau (YUL) International Airport

By taxi, there is a fixed rate of C\$40.00 to downtown Montreal. Alternatively, the Trudeau Airport/Downtown "747" bus line runs 24/7 between the airport and downtown Montreal. Travel times vary between 45-70 minutes. Tickets may be paid in exact cash to the driver or purchase a fare card at the International Arrivals level at the airport or any metro station.

Via Metro

The **Place d'Armes metro station** (orange line) is linked to the Palais des Congrès de Montréal.

By Car

From Highway 20 East: Ville-Marie Highway East (720 East) to downtown area, exit 6 Saint-Laurent Boulevard, turn left at light, follow directions to Palais des Congrès de Montréal.

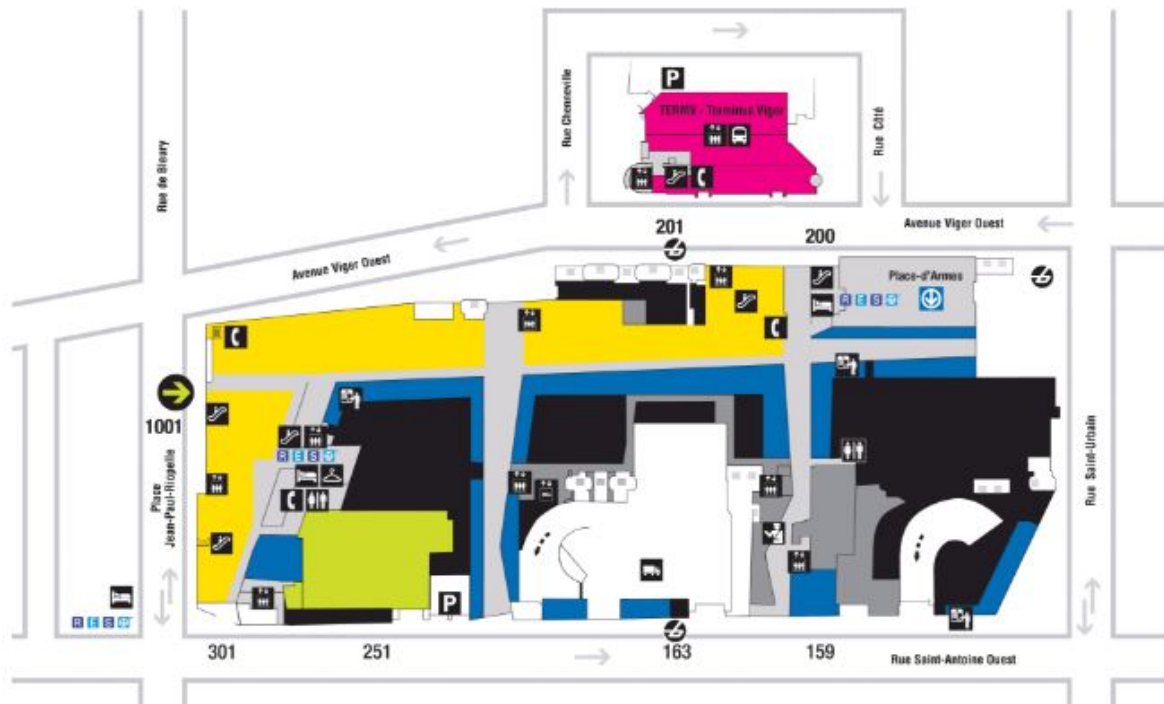
From Highway 40 East: Décarie Highway South (15 South) follow directions for downtown, exit 6 Saint-Laurent Boulevard, turn left on Viger Street, follow directions to Palais des Congrès de Montréal.

From Highway 10 North: via Champlain Bridge, follow directions for downtown area, Bonaventure Highway to Saint-Antoine Street, turn right, follow directions to Palais des Congrès de Montréal.

From Highway 40 West: Highway 25 South, exit downtown, follow directions to Palais des Congrès de Montréal.

PARKING

The Palais des Congrès de Montréal offers indoor parking area at the Viger Car Park located at 1025 Chenneville (access from avenue Viger Ouest). Additional parking is also available at the Quartier International de Montréal located at 249 Saint-Antoine West.



General Information

LANGUAGE

The official language of Quebec is French, but more than half of the population of Montreal speaks English.

CLIMATE

In Montreal in May, the average high temperature is 62°F and the average low temperature is 46°F. Snow is still possible!

POWER

Canada uses the same electric power system as the United States based on 110/120 volts.

EXCHANGE RATE

Currency is the Canadian dollar. As of December 2019, the current exchange rate is USD\$1 = CAN \$1.32.